

July 20, 2004 CPC



**STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION**

04PS0382

**Bon Secours Richmond
(St. Francis Medical Center Sign Package)**

**Matoaca Magisterial District
West line of Charter Colony Parkway**

REQUEST: Schematic approval for a sign package as required by conditions of zoning.

RECOMMENDATION

Staff recommends approval with three (3) conditions for the following reasons:

- A. The proposal complies with conditions of zoning, and generally complies with the Zoning Ordinance.
- B. The recommended conditions will control all signage that is visible from offsite.

CONDITIONS:

1. The attached drawings by Signs Unlimited shall be considered the sign package for this project.
2. The only type "DIR-1" signs to be visible from offsite, shall be those shown on the attached drawing 8.00, indicated as Sign 2 and Sign 7. The Planning Department may approve additional directional signs as needed within the complex, so long as the design is consistent with this sign package.
3. Building-mounted signs shall generally comply with the standards in the attached letter from 2C Design Studio, dated June 29, 2004.

GENERAL INFORMATION

Associated Public Hearing Cases:

79S142 – Midlothian Development Corporation
81S087 – Midlothian Development Corporation
84S020 – Midlothian Development Corporation
86S025 – Midlothian Enterprises, Inc. & Laveer Interests
88SN0059 – E. Bryson Powell & R. Lewis Briggs

Applicant:

Bon Secours Richmond

Location:

Located in the southwest quadrant of the intersection of Charter Colony Parkway and Center Pointe Parkway Extended. Tax IDs 726-694-0343, 8763 and 726-695-0706 (Sheet 9).

Existing Zoning and Land Use:

C-3 and R-7 with Conditional Use Planned Development; Hospital complex (Under construction)

Adjacent Zoning and Land Use:

North – C-3 and R-7; Vacant
South – O-2; Vacant
East – O-2; Vacant
West – R-7; Vacant

Size:

45.14 acres

BACKGROUND

Zoning Case 86S025 was a request to amend conditions of Case 79S142. The applicable portions of the textual statement and conditions of zoning are listed below:

Textual Statement, page 9:

“(5.)Signage. The applicants will submit to the Planning Commission for approval a proposed conceptual signage plan. That plan will propose a type and design of signage for each type of use. This plan will not be sign-specific but

rather will contain conceptualized guidelines for an aesthetically pleasing and professionally planned signage master plan.”

Zoning Conditions:

8. Upon submission of a comprehensive sign package, the Planning Commission may modify the requirements of the Zoning Ordinance (i.e., may be either more or less restrictive) to the extent that the spirit and intent of the Ordinance and concept of the development are met and that proliferation is not encouraged.

The applicant has proposed a signage program for the hospital and medical office complex that uses consistent materials and designs. As permitted by the conditions of zoning, it is requested that the number and size of certain signs exceed Zoning Ordinance requirements.

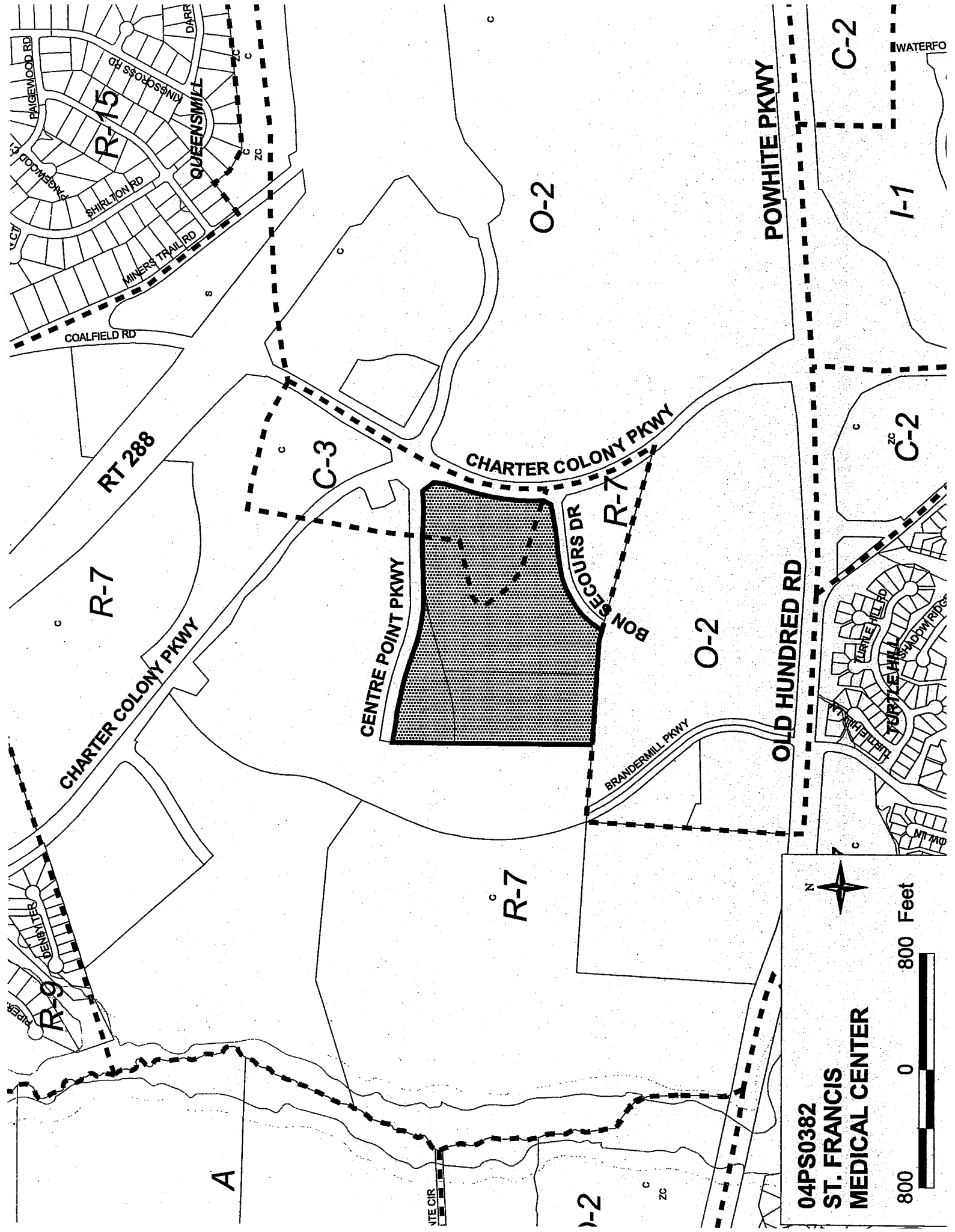
The two (2) main identification signs for the project are proposed at 100 square feet and fifteen (15) feet in height, which are permitted by the zoning ordinance.

A mixture of directional signs are proposed at key intersections throughout the project. The Zoning Ordinance would permit six (6) directional signs at four (4) square feet and five (5) feet in height. Directional signs are limited to no more than two (2) colors, and may not contain business names or logos. The applicant has proposed eight (8) signs to display directional information. The proposed size of these signs is thirty-two (32) square feet and ten and one-half (10½) feet tall. Two (2) of these signs are proposed to be visible from offsite, one (1) for the emergency room, and another for the medical office building. Although these signs are more similar in size and height to a building identification sign, it should be noted that there will be only four (4) signs along the three-quarter miles of road frontage that this project encompasses.

The applicant has submitted a letter describing the design intended for the building-mounted signs.

CONCLUSIONS

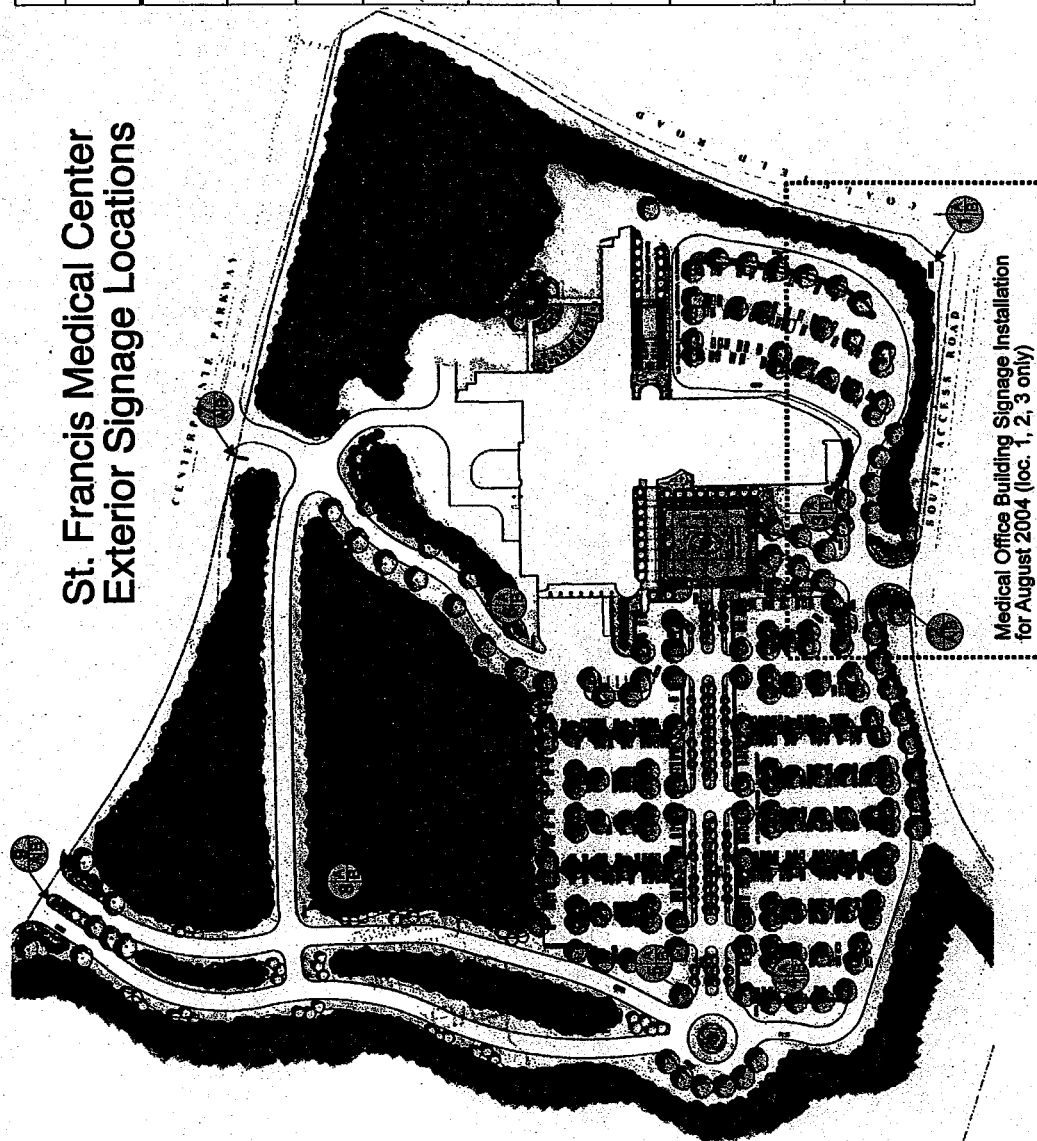
Given the large size of the hospital and medical office complex, as well as the need for guiding visitors within the complex, additional signage for directional information is reasonable so long as signage is of a consistent design and the visibility of these signs is limited from offsite. Staff recommends approval of the proposed sign designs as submitted with three (3) conditions.



04PS0382
ST. FRANCIS
MEDICAL CENTER



St. Francis Medical Center Exterior Signage Locations

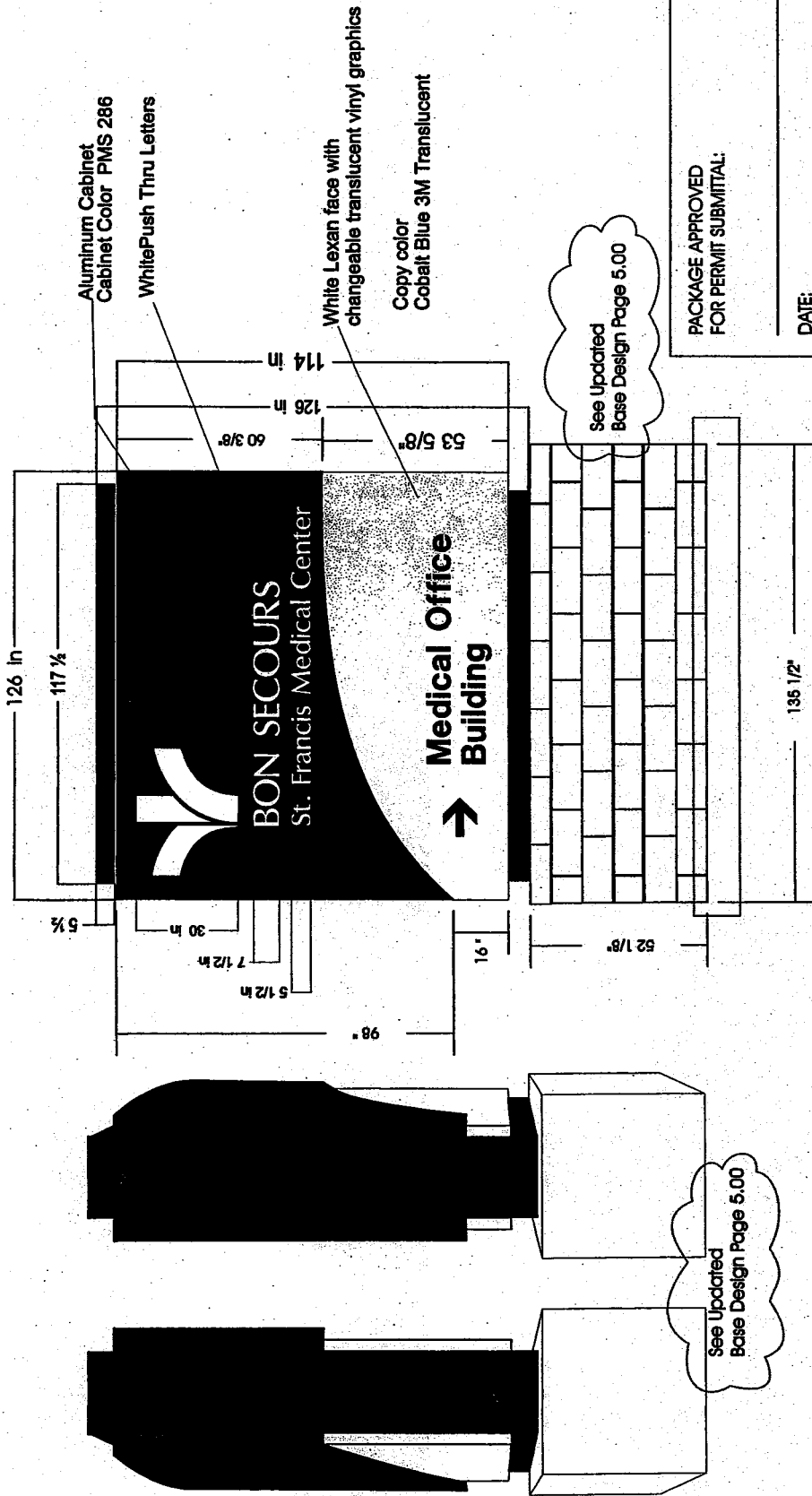


*These 3 signs to be installed in first phase of construction with Medical Office Building opening (August 2004), all other signs to be installed with completion of main facility (summer 2005).

Sign Schedule:		
Sign No.	Sign Type	Message Side (A), (B)
1	Main ID	St. Francis Logo (both faces) (A) > Medical Office Building (B) < Medical Office Building
2	DIR-1	(A) > Medical Office Building (B) < Medical Office Building
3	DIR-1	(A) > Medical Office Building (B) (blank)
4	DIR-1	(A) (blank) (B) > Main Entrance > EMERGENCY > Parking
5	DIR-1	(A) (blank) (B) ^ All Traffic ^ Exit
6	DIR-1	(A) Emergency Vehicles Only (B) Emergency Vehicles Only
7	DIR-1	(A) > Emergency Vehicles and Deliveries ONLY (B) < Emergency Vehicles and Deliveries ONLY
8	DIR-1	(A) < Authorized Vehicles Only (B) < Authorized Vehicles Only
9	Main ID	St. Francis Logo (both faces) (A) Main Entrance EMERGENCY (B) Main Entrance EMERGENCY

PROJECT Bon Secours St. Francis Medical Center	SHEET NAME Location Plan	PROJ. NO. 23-0989	DATE 5.18.04	DESCRIPTION Medical Office Building Signage Installation for August 2004 (loc. 1, 2, 3 only)	MATERIALS	 Design Studio Ph. 804.353.0807 Fax. 804.358.8782	 Design Studio	8.00 COST PER DESIGN FIRM

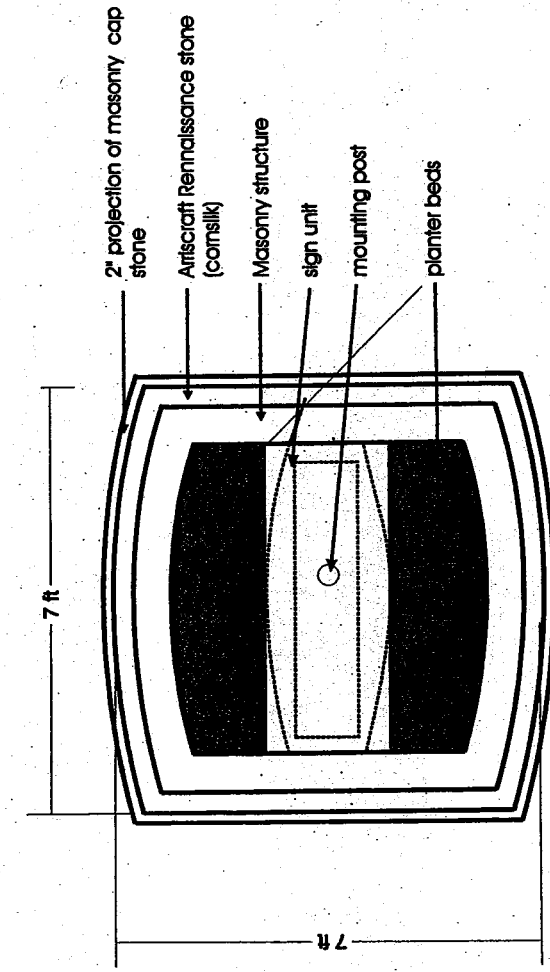
Main Identifier



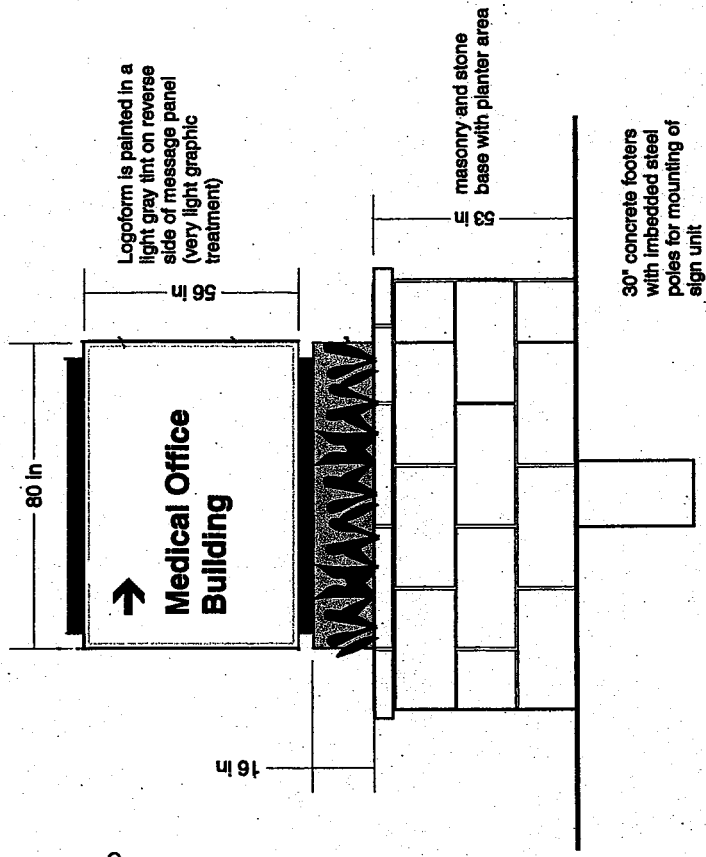
PACKAGE APPROVED
FOR PERMIT SUBMITTAL:

DATE:

<p>PROJECT Bon Secours St. Francis Medical Center</p>	<p>SHEET TYPE Main ID</p>	<p>DESCRIPTION</p>	<p>MATERIALS</p>	<p>1.00</p>
<p>CLIENT</p>	<p>SHEET NAME Main ID</p>	<p>PROJECT NAME Construction</p>	<p>PROJECT NO. 23-0989</p>	<p>DATE 5.13.04</p>
<p>SCALE 3/8" = 1"</p>	<p>DATE 5.13.04</p>	<p>DESIGN STUDIO 2 c</p>	<p>DESIGN PIN</p>	<p>04PSO382-2</p>



Plan View



Elevation

PROJECT Bon Secours St. Francis Medical Center	NOT TYPE Directional NOT NAME CONSTRUCTION DETAIL	DESCRIPTION REVISED BASE DESIGN DETAIL	MATERIALS	DESIGN FIRM 2c DESIGN STUDIO Design • Fabrication • Installation Ph. 404.353.0507 Fax 404.353.0782	6.00
CLIENT	PROJECT NO. 23-0869 SCALE 1/2" = 1"	DATE 5.13.04			



June 29, 2004

Zak Robbins
Planning Department
Chesterfield County Administration
Post Office Box 40
Chesterfield, VA 23832

RE: St. Francis Medical Center Exterior Campus Building Identification Plans

Zack:

It is my understanding after conversations with the architect and owner for St. Francis Medical Center that the future plan for signage on the campus buildings will be predicated upon the following:

1. **Main Building** - future plans have been discussed for a large dimensional brake-formed and surface painted (white or 'sandstone') aluminum fleur-de-lis (corporate logomark) stud-mounted to the facade on either the west or southeast facade. Most likely this element will not be internally illuminated and other lighting options would be considered after examining site conditions after the completion of the main structure. The element would be mounted at or near the top floor of the structure and would not exceed 12 feet in total height and be a minimum of approx. 8 feet. The exact layout, colors, and dimensions will be presented to your office prior to any further development of this item.

2. **Dimensional lettering** - will be utilized once multiple entrances to the facility are open. Initially with only one entrance to the structure there will not be a need for a formal designation as the use of the entrance will change once the main facility is open for use. These non-illuminated dimensional letters will be aluminum channel letters, no less than 1" in depth and no greater than 4" in depth and no larger than 14" in height, and a minimum of 6". The typeface will be Optima (Bon Secours corporate standards). These will be painted to achieve maximum contrast against the building finish at each location. The primary use of these letters will be to designate the various entrances to the buildings as necessary as well as to further identify individual structures should appropriate development (donor) opportunities occur.

Regards,

Craig J. Caldwell
Principal

cc:
Ed Gerardo, St. Francis, Bon Secours;
Ken Blamnkenship, Odell;
Carol Stanford, Signs Unlimited.